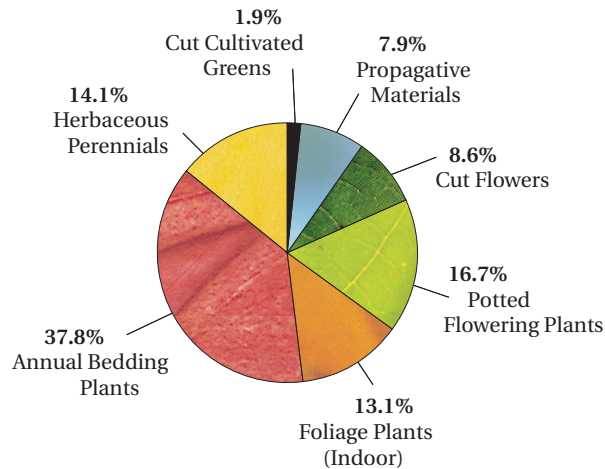
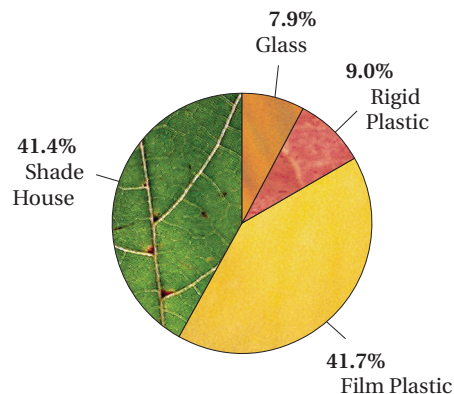


**Wholesale Value of Floriculture Sales: 2004**  
(U.S. Total = \$5,179,696,000)



Source: USDA, National Agricultural Statistics Service

**Floriculture Growing Areas: 2004**



Source: USDA, National Agricultural Statistics Service

**Data Confidentiality**

Authority for collection of the Commercial Floriculture Production Survey is provided by U.S. Code, Title 7. This authority carries the responsibility for safeguarding the privacy of your responses. We will not disclose any data about an individual operation. The confidentiality of the answers you provide is protected by U.S. Code, Title 7, section 2276.

**Access to Reports**

Results of the survey will be released in the *Floriculture Crops 2005 Summary* in April 2006. All NASS reports are available at: [www.nass.usda.gov](http://www.nass.usda.gov)  
(800) 727-9540

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U.S. Department of Agriculture  
National Agricultural Statistics Service

December 2005



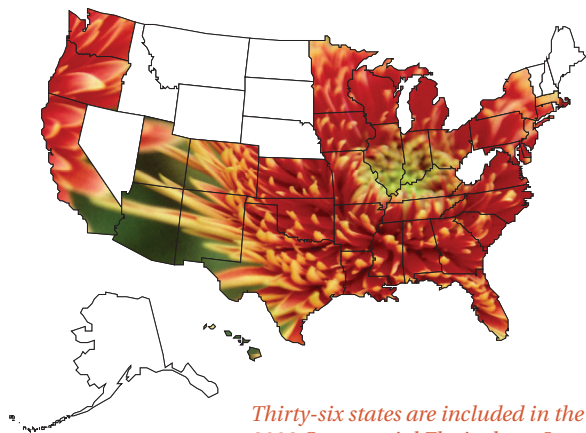
# Floriculture

## STATISTICS PROGRAM

*Commercial  
Floriculture Survey  
&  
Census of  
Horticultural Specialties*



*Your Response is Important!*



Thirty-six states are included in the 2006 Commercial Floriculture Survey.

Source: USDA, National Agricultural Statistics Service

## Commercial Floriculture Survey

The Commercial Floriculture Survey will be conducted December 2005 through February 2006 to collect vital data on floriculture operations in 36 States. Survey results will be published April 26, 2006.

This annual survey is a census of all known commercial floriculture operations that produced and sold at least \$10,000 of floriculture crops (retail and/or wholesale) during the survey period's growing season.

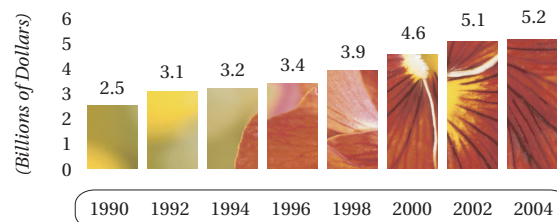
The survey covers:

- \_ Annual Bedding Plants
- \_ Cut Cultivated Florist Greens
- \_ Fresh Cut Flowers
- \_ Potted Flowering Plants
- \_ Foliage Plants
- \_ Herbaceous Perennials
- \_ Propagative Materials



Through the survey, the U.S. Department of Agriculture's National Agricultural Statistics Service will gather data on number of units sold, prices per unit, value of sales, number of producers, and area of production.

## Floriculture Crops: 1990-2004 (Value of Sales at Wholesale)



Source: USDA, National Agricultural Statistics Service

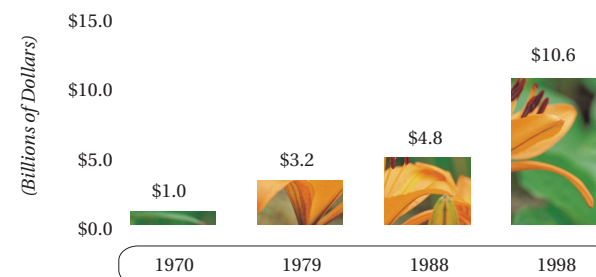
## Census of Horticultural Specialties

The 2008 Census of Horticultural Specialties will be conducted after the 2007 Census of Agriculture. It will collect data on all known horticultural specialty operations. It will cover floriculture crops, deciduous and non-deciduous trees and shrubs, sod, Christmas trees, aquatic plants, palm trees, and many other crops. The annual Commercial Floriculture Survey serves as an indicator of change between the Censuses of Horticultural Specialties.

## Thank You!

We realize your time is valuable and appreciate your support in helping to provide reliable data on commercial floriculture production.

## Floriculture & Nursery Sales: 1970-1998 (Value of Sales at Wholesale)



Sources: Census Bureau, Census of Horticultural Specialties, 1970-1988 and USDA, National Agricultural Statistics Service, 1998

## Wholesale Value of Floriculture Crops by States: 2004

California	\$1,018,247,000
Florida	\$825,672,000
Michigan	\$371,209,000
Texas	\$289,873,000
New York	\$209,015,000
Ohio	\$203,187,000
Pennsylvania	\$186,123,000
North Carolina	\$161,871,000
New Jersey	\$152,647,000
Washington	\$123,931,000
Illinois	\$118,951,000
South Carolina	\$113,497,000
Maryland	\$105,396,000
Colorado	\$96,427,000
Oregon	\$93,293,000
Other 21 States	\$1,110,357,000
36 States Surveyed	\$5,179,696,000

Source: USDA, National Agricultural Statistics Service

## Why Should I Respond?

Data from the survey and census will:

Measure the economic contribution of the floriculture industry to U.S. agriculture.

Provide accurate industry statistics that are crucial to obtaining research funding and government support on various issues.

Track production changes so supporting industries and policy-makers can provide necessary resources.